# Digital and Social Media Content Developer

VIRTUAL STUDENT FOREIGN SERVICE

**VSFS**

| | |
|---|---|
| Project Title | Digital and Social Media Content Developer |
| Project Summary | Design, develop content, and populate a blog to act as the U.S. Consulate General in Tijuana's internal digital newsletter and information resource for American diplomats and their families posted to the consulate. Update CLO Tijuana Facebook group. Create Google Maps with local establishments. |
| Country | Mexico |
| Agency | Department of State |
| DoS Office | N/A |
| Post | TIJUANA |
| Section | CLO |
| Number of Interns | 1 |

## Project Description

The Community Liaison Office at the U.S. Consulate General Tijuana in Mexico will be moving from a traditional newsletter format to a blog format so that information can be easily saved, searched and updated. The blog designer will create an eye-catching, easy to use blog to house resource information about life in Tijuana for use by Foreign Service Officers and their families posted to US Consulate General Tijuana. Information will cover local service providers, weekend getaways, restaurant recommendations and more. The intern will also update the CLO Tijuana Facebook group one to two times daily Monday-Friday. Briefly summarize news articles if the linked article if only available in Spanish. Content of interest includes stories highlighting U.S.-Mexico ties, archeological stories, new museum exhibits, top restaurants in Tijuana, and travel within Mexico. Review Facebook data to identify content that performed well in the past. The intern will create Google maps of local restaurants and service providers. Intern will also have an opportunity to research and write articles on cultural celebrations and traditions unique to Baja, Mexico that could be posted to the blog.

## Desired Skills Interests

# Additional Information

*None*

# Language Requirements

*None*